



**Martin Luther King Jr Holiday and
National ACA African American Week of Action**
“Boosting Health Insurance Enrollment in the African American Community”

January 15 – 23, 2016

Schedule of Enrollment and Outreach Activities

As the end of the 3rd Open Enrollment Period approaches, DC Health Link will accelerate its efforts to reach out to African Americans, especially men who have high incidences of health related disorders, and enroll them in quality affordable health insurance through DC Health Link. By hosting innovative outreach events geared toward boosting enrollment in DC’s African American community where the uninsured rate still remains high, DC Health Link’s week of activities will include, outreach and enrollment set-ups at local barber shops and beauty salons, Faith-In-Action Weekends with enrollment events taking place at a dozen or more places of worship on Friday, Saturday and Sunday, and participation in the annual Martin Luther Day Parade with a DC Health Link (DCHL) mobile unit and DC Health Link street teams passing out information to direct parade goers to enroll at the nearby UPO Community Service Center. Specific event descriptions are listed below:

- **DC Health Link @ Faith-In-Action Friday**

Friday, January 29, 2016

12Noon – 2:30pm

Masjid Muhammad, the Nation’s Mosque

1519 4th Street, NW

Details: DC Health Link’s Faith-In-Action initiative was designed to engage all faith communities in supporting and assisting with outreach and enrollment efforts in their congregations and surrounding communities. At the Masjid Muhammad Mosque, DC Health Link Assister organization, AME 2nd Episcopal District RED, will be onsite where regular services are held on Fridays and are opened to all members of the faith (men, women and children) to speak to the worshippers about the importance the Affordable Care Act and quality affordable health insurance through DC Health Link, the District’s online health insurance marketplace, , the approaching January 31st enrollment deadline for 2016 coverage and the possibility of tax penalty for not having insurance. Following the service, DC Health Link assisters, navigators and brokers will provide information on plan options, Medicaid, financial assistance for reduced monthly premiums as well as answer questions. FREE one-on-one enrollment support will be available. , For information about this event, please contact Linda Perkins at lperkins2nddistrict@gmail.com, ((202) 246.3142For more information about DC Health Link and to get a copy of the enrollment checklist, please visit www.DCHealthLink.com or call 1.855.532.LINK (5465). Follow us on Facebook, Twitter and Instagram @DCHealthLink.

- **Saturday, January 16 - DC Health Link@ Beauty and Barber Day**

10:00 am – 3:00 pm

Locations:

- **Best Cuts Barbershop** - 2612 Georgia Avenue NW
- **C. Alan Signature Salon** - 705 Florida Ave NW
- **Dazzles Salon** -1340 H St NE
- **Christopher's Salon** -705 H St NE
- **Golden Scissors** -3062 Mount Pleasant St NW

Details - Barber shops and Beauty salons in African American communities are more than a place to get haircut, shaved, and curled, braids, and other grooming services. They are also a gathering sanctum where men and women meet and enjoy camaraderie, share stories about life events and get the latest information about community happenings. In recent years, barber shops and beauty hair salons have become a setting where health promotion and studies take place. Many neighborhood barbershops and salons are the center of activities where young boys and little girls learn a little something about manhood / womanhood and get a taste of the cultural nuances of African American femininity, masculinity and prowess. During the MLK, Jr. Day of Service and African American Week of Action (January 15 – 18, 2016), DC Health Link in conjunction with various community organizations and local businesses will place special emphasis on the importance of African Americans, especially men, enrolling in quality, affordable health insurance through DC Health Link

- **Saturday January 16 – One Touch Enrollment Center**

9:00 am – 12 Noon

Carlos Rosario International Public Charter School

1100 Harvard Street, NW

Details: DC Health Link, in partnership with the Department of Human Services (DHS), the Department of Health Care Finance (DHCF), and Carlos Rosario International Public Charter School, has established One Touch Enrollment events designed to provide health insurance enrollment services and resources including on-site identity proofing, verification, Medicaid enrollment, premium reductions, and the free one-on-one enrollment support. These “one-stop-shops of services” also include DC Health Link certified Assistors and licensed health insurance brokers who provide information, answer questions, and help with enrollment and selection of insurance plan coverage. Information about the renewal process will be available as well.

- **Saturday January 16 – Faith-In-Action Saturday**

11:00 am – 1:30 pm

Capitol Hill Seventh-Day Adventist Church

914 Massachusetts Ave, NE

Details: DC Health Link's faith based initiative is designed to actively engage faith leaders in the campaign to educate and enroll District, small businesses and employees in affordable health insurance coverage. As a major component of the faith based initiative, Capitol Hill Seventh Day Adventist Church will participate in Faith-In-Action Saturday. A DCHL official will speak to church members about the ACA and the importance of being covered with health insurance. Certified in-person assistors and licensed insurance brokers will be available at the church to provide information, answer questions, and enroll consumers in affordable public and private health insurance plans.

DuPont Park Seventh-Day Adventist Church

3985 Massachusetts Avenue, SE

Details: DC Health Link's faith based initiative is designed to actively engage faith leaders in the campaign to educate and enroll residents, small businesses and employees in affordable health insurance coverage. As a major component of the faith based initiative, DuPont Park Seven Day Adventist Church has entered into partnership with DC Health Link to open an enrollment site and to support DC Health Link's enrollment efforts throughout the month of January. A DCHL official will speak to church members about the ACA and the importance of being covered with health insurance. Certified in-person assisters and licensed insurance brokers will be available at the church to provide information, answer questions, and enroll consumers in affordable public and private health insurance plans. The senior pastor is Dr. Marcus Harris.

- **Sunday, January 17 – Special MLK, Jr. Faith-In-Action Sunday**

Various Locations throughout the city - See below a partial listing

Details: DC Health Link's Faith-In-Action initiative was designed to engage the faith community in supporting and assisting with outreach and enrollment efforts in their congregations and surrounding communities. DC Health Link certified assisters, application counselors, brokers and/or staff will provide information about quality affordable health insurance coverage through DC Health Line and premium reductions. They will answer questions, and offer enrollment and renewal application support. From the pulpit, faith leaders will also speak the importance of having insurance, the approaching January 31st enrollment deadline for 2016 coverage and the possibility of tax penalty for not having insurance.

Among the places of worship to host enrollment events and pulpit messaging are:

Our Lady Queens of the Americas Catholic Church

9:00 am – 2:00 pm (Enrollment)

2200 California Street, NW

Father Evelio Menjivar

Details: Our Lady Queen of the Americas Catholic Church (3 Spanish language Masses) will be followed by enrollment services. Geared toward to the Latino Community, DC Health Link bilingual assisters and brokers will provide information and enrollment services; others also welcomed.

Sikh Gurdwara

11:00 am – 2:00 pm (Enrollment)

3801 Massachusetts Avenue, NW

Brown Memorial AME

10:00 am – 12:30 pm (12:30 pm – 3:00 pm Enrollment)

130 14th Street, NE

Rev. Charles Smith, Pastor

Israel Baptist Church (Pulpit Messaging and Enrollment)

10:00 am -12 Noon

1251 Saratoga Street, NE

Rev. Morris Shearin, Pastor

Campbell AME Church

10:00 am – 12:30 pm (Pulpit messaging &Enrollment)

2562 Martin Luther King Jr. Avenue, SE

Rev. Henry White, Pastor

Pilgrim AME Church

10:00 am – 12:30 pm (Pulpit Messaging; No Enrollment)

612 17th Street, NE

Rev. Wendell Christopher, Pastor

Metropolitan A.M.E. Church

1:00 pm - 3:00pm

1518 M Street, N.W.

Rev. William H. Lamar, IV, Pastor

Ward Memorial A.M.E. Church (Pulpit Messaging and Enrollment)

10:00 am - 1:00 pm

227 42nd St NE (Ward 7)

Rev. Dr. Michael O. Thomas, Pastor

Church of Christ

11:00 am – 1:00 pm

5026 East Capitol Street, NE

202-398-6738

Min. Daniel Lester, Pastor

Peoples Congregational UCC

4704 13th Street, NW

202-829-5511

Rev. Leslie Dowdell-Cannon, Acting Senior Minister

Plymouth Congregational UCC

5301 North Capitol Street, NE

202-723-5330

Rev. Graylan Hagler, Pastor

Kedus Gabriel Ethiopian (Messaging, Counseling and Enrollment)

Orthodox Tewahdo Church

Eastern Orthodox Tradition

2601 Evarts St NE

(202) 269-0146

Other places of worship are being added to the list

- **Monday, January 18 – MLK, Jr Day Holiday Peace Walk and Parade (Branding Event)**

12Noon – 2:00 pm

Starting Point at Saint Elizabeth's East

Details: DC Health Link representatives and one of its partners, Community of Hope, will march in the spirit of Dr. King who said, *"Of all the forms of inequality, injustice in health care is the most shocking and inhumane."* They will proudly hold banners and will march in section 12 of the annual event, reminding people to enroll by the January 31st deadline, hand out flyers and direct residents to enrollment events, including one-on-one enrollment support the same day at nearby UPO Petey Green Community Center, 2907 MLK Jr. Ave., SE. To join us for the parade and enrollment event, arrive by 11:30 through the Alabama Avenue entrance. For more information about DC Health Link and to get a copy of the enrollment checklist, please visit www.DCHealthLink.com or call 1.855.532.LINK (5465). Follow us on Twitter and Instagram @DCHealthLink.

- **Monday, January 18 - UPO 3rd Annual Martin Luther King, Jr. Day of Service** (Enrollment Event)

11:00am to 2:00pm

UPO Petey Greene Community Service Center

2907 Martin Luther King Jr. Avenue, SE

Details: At this popular community service center, DC Health Link representatives will be onsite with information and enrollment assistance n to honor Dr. King's legacy and Day of Service. The event is designed to help DC residents enroll both before and after the parade on MLK Jr. Avenue, SE. Several planned activities will take place at the Center including Street store fresh produce, workshops, cooking and healthy living demonstrations and more! DC Health Link certified Assisters will be on site to provide in-person education and enrollment assistance to District consumers as well as answer questions, and provide information about Medicaid options and financial help with plan premiums. At this popular community service center, trained experts will be onsite with information and enrollment assistance.

- **DC Health Link @ Wednesday Morning Clergy Breakfast**

Wednesday, January 20, 2016

9:00am – 11:30 am

Bright Light Baptist Church

7300 New Hampshire Avenue

Takoma Park, MD

Details: Faith and community leaders will be briefed on the vitally important role they can play in reaching and educating individuals and families about the important benefits of the Affordable Care Act. This is also an enrollment event where DC Health Link representatives will setup shop to educate consumers about the benefits of enrolling in health insurance coverage through DC Health link, share information about financial resources to help pay plan premiums and provide expert enrollment support. In-person assisters and licensed health insurance brokers who can help with the enrollment process and plan selections will be available to answer questions. For an enrollment checklist and more information, visit DCHealthLink.com or call 1.855.532.LINK (5465). Follow us on FB, Twitter and Instagram @DCHealthLink